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Notable West coast hip hop MC Squeak Ru, from the infamous hip hop / rap group AllFrumTha I, from Inglewood Ca.; has launched FatWorld Entertainment in conjunction with the management company Bonicals Ent Inc to release his solo music in physical and digital only formats.

Squeak Ru's hip hop classic anthem "County Jail" featuring legendary hip hop / rap lyricist Ice Cube is still a steady radio recurrent single and his unique voice and flow has been heard on legendary hip hop and rap albums from Westside Connection, Ice Cube, Snoop Dogg, MC Eiht, WC, Mack 10, Kam, YoYo, Master P, Naughty By Nature, Petey Pablo, DJ Quik, The Reputables and more.

Squeak Ru has worked with West Coast powerhouses Priority Records and Marion 'Suge' Knights Death Row Records and now is poised to break open doing things his way with FatWorld Entertainment, signing with DMAFT Records to release his solo debut "FatWorld" and the companion iTunes exclusive "Digital FatWorld 2".

Continuing their ongoing collaborations that goes back to 1996, the legendary hip hop lyricist and icon Ice Cube is featured on the instant anthem "Cali Boy".

Also, "Bellybuttion" has been a hit with the ladies in Squeak's live shows playing dates with G.Malone and Suga Free. "FatWorld" also features hip hop notables MC Eiht, G-Luv, Damani and more. Aiming to rise above the usual, usher in a fresh new West Coast direction and reflect where his head is at in 2008, Squeak enlisted the very latest new West producers, B-Nasty, Mansur, Bank & Doe and Mr. Payback to power his solo sound.

Squeak Ru is managed by Bonicals Ent Inc. ( <a href="www.myspace.com/bonicalsinc">www.myspace.com/bonicalsinc</a>). Bonicals Ent Inc. President Roger Willis said on working with Squeak, "One of the reasons Squeak Ru was signed to Bonicals was the direction he was going with his music. Another reason was being up for the challenge of working hard and just being open minded and being willing to listen to any suggestions that he thought would help his career be a success".

For more on Squeak Ru please visit - <a href="https://www.myspace.com/squeakru">www.myspace.com/squeakru</a> and <a href="https://www.youtube.com/">www.youtube.com/</a>

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